

CANADIAN Mining Journal

www.canadianminingjournal.com

Canada's Only AAM Audited Mining Publication



MINING &
MINERAL
PROCESSING
NEWS

• SINCE 1882 •

2017 MEDIA KIT

CANADA'S FIRST MINING PUBLICATION

Canadian Mining Journal serves the operations segment of Canada's mining industry. It provides its readers with pertinent information on the latest equipment, products, methods and technologies used in mining and mineral processing. With its AAM audited circulation, and multi-media delivery, CMJ guarantees advertisers exposure to the buying influences at the mine site, mill and head office.

JANUARY • Mining in B.C., Yukon and N.W.T.

To coincide with the Mineral Exploration Round-Up, this issue will feature our annual report on Mining in B.C., Yukon and N.W.T.

★ **BONUS DISTRIBUTION:** Mineral Exploration Roundup in Vancouver.
Advertising closes December 5. Material due December 12.

FEB/MAR • Mining in Ontario/First Nations Relations – PDAC issue

Our annual review on state of mining in Ontario includes the Ontario Mining Association's Annual Report. The issue will also include a special feature on **Canada's First Nations** and its relationship with the mining community. • **Feature Report on Drilling and Blasting.**

★ **BONUS DISTRIBUTION:** PDAC Convention in Toronto, SME Annual Meeting in Denver, and to members of the OMA.

Advertising closes January 19. Material due January 26.

APRIL • Quarries and Aggregates

New for 2017, an in-depth look at the strength of the quarry and aggregates industry in Canada. • **Feature Report on Material Handling – Conveyors, Feeders, Crushers, Loaders and Trucks.**

★ **BONUS DISTRIBUTION:** CIM Annual Meeting in Montreal.
Advertising closes March 2. Material due March 9.

MAY • Safety and Autonomous Mining – CIM Annual Meeting Edition

Our annual review of advances in safety measures at the mine, mill and plant. We will also continue with our series on **Mine Automation**, which is being driven by safety and financial concerns. • **Feature Report on Pumps and Water Management.**

★ **BONUS DISTRIBUTION:** CIM Annual Meeting in Montreal.
Advertising closes April 1. Material due April 8.

JUNE/JULY • Base Metals in Canada/Mining in Prairie Provinces

Our annual update on mining activity in Canada's Prairie Provinces and a look at base metals projects across Canada. Includes our semi-annual supplement on **Equipment Maintenance & Repair.**

Advertising closes May 11. Material due May 18.

AUGUST • Top 40 Mining Companies in Canada

Our annual ranking of Canada's top 40 mining companies by revenue along with a review of the top development projects in Canada, the next "mines to be." • **Feature Report on Site Structures at remote locations.**

★ **BONUS DISTRIBUTION:** North American Mining Expo in Sudbury.
Advertising closes July 6. Material due July 13.

SUMMER • New Mining Technology (Poly-Bagged with August edition)



New Mining Technology is a technology showcase where manufacturers and suppliers can highlight their advances and innovations in a one-page or double-page spread format. Each ad page comes with a free corresponding editorial page.

★ **BONUS DISTRIBUTION:** North American Mining Expo in Sudbury.

Advertising closes July 6. Material due July 13

SEPTEMBER • Gold in Canada

An update on new projects and technologies in Canada's gold mining industry.

• **Feature Report on Heavy Equipment.**

Advertising Closes August 3. Material due August 10.

OCTOBER • Mining in Quebec & Maritimes

Our annual review on mining activity in Quebec and the Atlantic Provinces. Includes an update on Plan Nord infrastructure projects.

• **Feature Report on Energy Efficiency.**

• **Equipment Maintenance and Repair supplement.**

★ **BONUS DISTRIBUTION:** EXPLOR Quebec Convention, Montreal.

Advertising closes Sept. 8. Material due Sept. 14.

NOVEMBER • Buyers' Guide

The most comprehensive list of suppliers, products and services for the mining industry in Canada.

★ **BONUS DISTRIBUTION:** AEMA Annual Meeting in Reno, Mineral Exploration Roundup in Vancouver, SME Annual Meeting in Denver, PDAC Convention in Toronto, CIM Annual Meeting in Montreal.

Advertising closes October 5. Material due October 12.

DECEMBER • Canada and NAFTA Mining

Our annual look at the cross-border business of mining between Canada, U.S.A. and Mexico.

★ **BONUS DISTRIBUTION:** Mineral Exploration Roundup in Vancouver and SME Annual Meeting in Denver.

Advertising closes November 7. Material due November 14.



Equipment Maintenance & Repair:

A 16-page centre-spread supplement bound within the June/July and October editions of Canadian Mining Journal. EM&R takes a look at what's available to help prevent equipment failure and maintain optimum performance.

June/July issue closes May 11 for space and May 18 for ad material.

October issue closes Sept. 8 for space and September 14 for ad material. (Special ad rates apply. Ask for details)

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ONLINE NEWS

Each issue of **Canadian Mining Journal** is posted online in digital and PDF format for increased exposure. Our website also contains exclusive news content that is updated regularly and links to pertinent press releases. www.canadianminingjournal.com

2017 ADVERTISING RATES

Size	1x	5x	10x	
Double Page Spread	\$9,990	\$9,290	\$8,990	includes 4 colour
Full Page	\$6,400	\$5,990	\$5,490	includes 4 colour
Full Page	\$5,185	\$4,830	\$4,420	includes 1 colour
Full Page	\$4,425	\$4,025	\$3,875	black & white
2/3 Page	\$5,900	\$5,400	\$4,990	includes 4 colour
2/3 Page	\$4,665	\$4,340	\$3,990	includes 1 colour
2/3 Page	\$3,940	\$3,670	\$3,450	black & white
1/2 Island	\$5,385	\$5,080	\$4,990	includes 4 colour
1/2 Island	\$3,915	\$3,655	\$3,325	includes 1 colour
1/2 Island	\$3,290	\$2,965	\$2,700	black & white
1/2 Page	\$4,900	\$4,460	\$4,100	includes 4 colour
1/2 Page	\$3,500	\$3,290	\$2,990	includes 1 colour
1/2 Page	\$2,830	\$2,650	\$2,400	black & white
1/3 Page	\$3,950	\$3,625	\$3,320	includes 4 colour
1/3 Page	\$2,855	\$2,650	\$2,425	includes 1 colour
1/3 Page	\$2,125	\$1,975	\$1,800	black & white
1/4 Page	\$3,500	\$3,150	\$2,950	includes 4 colour
1/4 Page	\$2,425	\$2,250	\$2,100	includes 1 colour
1/4 Page	\$1,750	\$1,630	\$1,500	black & white
1/6 Page	\$2,300	\$2,050	\$1,900	includes 4 colour
1/6 Page	\$1,500	\$1,390	\$1,275	black & white

POSITION CHARGES:

Full Page IFC & IBC = \$6,550 (includes 4 colour)

OBC = \$6,900 includes 4 colour

Rates are gross in Canadian dollars. 15% commission to recognized advertising agencies.

MECHANICAL REQUIREMENTS

Size	Width	Depth
Trim size	8 1/8"	10 3/4"
Full page bleed	8 3/8"	11"
Double page spread	16 1/4"	10 3/4"
Double page spread bleed	16 1/2"	11"
Full page	7"	10"
2/3 Vertical	4 1/2"	10"
2/3 Horizontal	7"	6 1/2"
1/2 Vertical	3 3/8"	10"
1/2 Horizontal	7"	4 7/8"
1/2 Island	4 1/2"	7 1/2"
1/3 Vertical	2 1/8"	10"
1/3 Horizontal	7"	3 1/4"
1/3 Square	4 1/2"	4 7/8"
1/4 Vertical	3 3/8"	4 7/8"
1/4 Horizontal	7"	2 1/4"
1/4 Square	4 1/2"	3 3/8"
1/6 Vertical	2 1/8"	4 7/8"
1/6 Horizontal	4 1/2"	2 1/2"

OTHER PRODUCTS & SERVICES

Professional cards

3-1/4" wide X 2" high B&W	5 issues \$1,550 10 issues \$2,755
3-1/4" wide X 2" high B&W + 1	5 issues \$2,080 10 issues \$3,750
3-1/4" wide X 2" high 4 colour	5 issues \$2,600 10 issues \$4,690

Inserts

CMJ can accommodate any size or shape of insert. Inserts can be bound in the magazine or polybagged with the issue. Distribution can be on a national or regional basis. Rates on request.

List Rental

CMJ's mailing list is available to rent.

Appointment Notices

\$250 per column inch	4/C	10 7/8"
\$175 per column inch	B/W	11 1/8"

New for 2017 MAXIMUM EXPOSURE! Front Cover Package

The Front Cover Package allows your company to provide the front cover image and its logo on the bottom right corner. You also receive two pages of editorial within the issue. The total price of the package is \$9,000.00.



Circulation

Canadian Mining Journal's circulation is independently audited and reported regularly by Alliance for Audited Media (AAM). Trusted by North America's top advertisers and ad agencies, an AAM Audit Statement provides independently verified data critical for evaluating your media purchase. Auditing is verification. It is an impartial, in-depth examination of subscription records that ultimately grants media buyers the utmost confidence in their advertising investment with us.

CMJ is Canada's only **AAM Audited** mining publication and we are **CASL compliant**.

June 2016 AAM Audit is **10,336** monthly subscribers, fully-requested.

Readership is **27,000** per month (2.7 readers per issue).

Google Analytics Audit for our website is **24,000** unique visitors and **50,000** page views per month.

For further information on any of these products contact:

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CANADIAN
Mining Journal

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- Both sides – \$850/mo
- + Leaderboard or Big Box, \$1500/mo

- \$450/week
- \$1300/month

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BIG BOX 2 — BELOW “THE FOLD”
300 pixels x 250 pixels
\$1200/month or \$410/wk